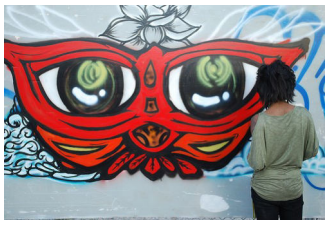
DC BID Profiles 2011



Adams Morgan BID
Capitol Hill BID
Capitol Riverfront BID
Downtown BID
Georgetown BID
Golden Triangle BID
Mount Vernon Triangle CID
NoMa BID

DCBID COUNCIL

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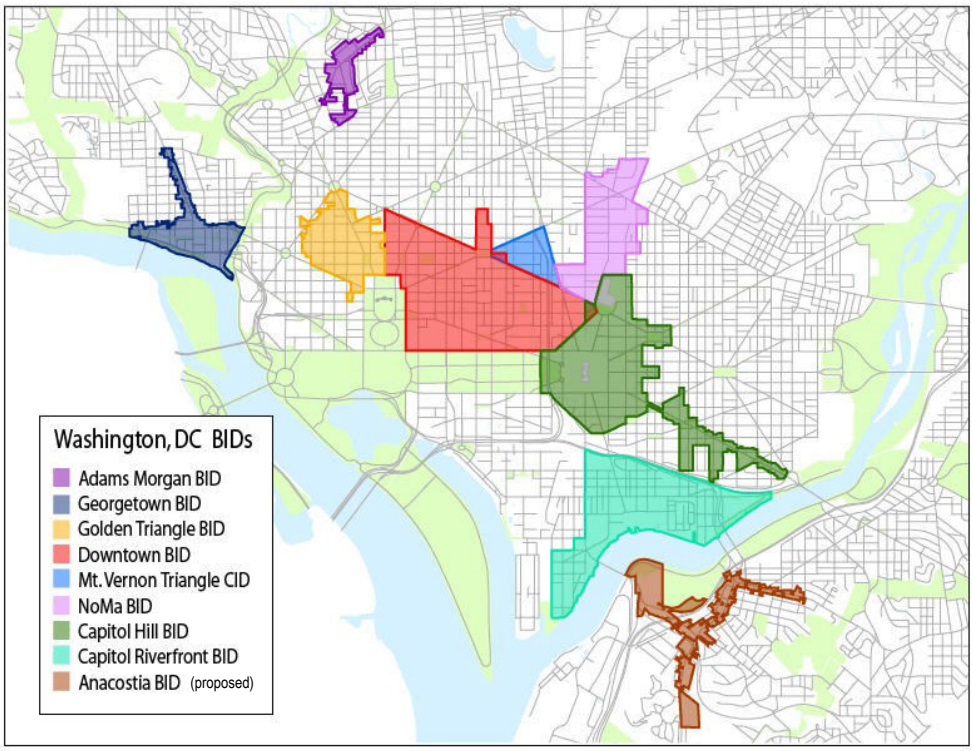


DC BID Profiles 2011 is a publication of the DC BID Council, an association of the business improvement districts (BIDs) in Washington, DC. For more information visit www.dcbidcouncil.org.

Impact of BIDs

Business Improvement Districts (BIDs) contribute to the health and vitality of Washington DC in many ways. The most visible is, of course, the cleaning and safety services that the BIDs provide. But perhaps even more significant is the creation of an atmosphere conducive to business. The BIDs help spur growth in the city's commercial areas. This growth provides revenue to the city in the form of jobs, real estate taxes, sales taxes and other business taxes. BID market neighborhoods and the businesses in them. They recruit new businesses. They organize and support events that bring new visitors to the neighborhood. Annually, the eight BIDs spend over $22 million improving the city, keeping the streets clean and safe, organizing events, and promoting the commercial neighborhoods.

"Vital is too small a word to describe the role the BIDs have played in revitalizing the city."

Harriet Tregoning, Director, DC Office of Planning

Cleaning and Beautification

Last year, Washington DC BIDs:

- Collected over 5,000 tons of garbage from DC streets and sidewalks
- Planted 15,000 bulbs, hung 500 flower baskets, and planted 300 new trees
- Installed public art in many locations

Hospitality

Last year, Washington DC BIDs:

- Answered over 1 million visitor questions
- Organized over 250 days of special events

BID Sponsored Events

- Holiday Markets
- Outdoor film festivals
- Taste of Georgetown
- Hill and Go Seek
- Taste of Mount Vernon Triangle
- Adams Morgan Day
- Festivus
- Concert Series
- Farmers' Markets
- Holiday Tree Lighting

Economic Development

- In the eight BIDs, there is 83 million SF of office space with an additional 22 million SF planned
- Over 400,000 people work in BID areas (53% of the jobs in DC)
- Over $1 billion in tax revenue is generated in BIDs
- 14,000 additional housing units will be built in the BIDs

Marketing DC Neighborhoods

In addition to organizing and promoting special events, the Washington DC BIDs:

- Use social media to advertise businesses and events in the neighborhood
- Install banners and holiday lights
- Set up booths at promotional events including the International Conference of Shopping Centers (ICSC) and the ULI Urban Marketplace

Helping the Homeless

Last year, Washington DC BIDs:

- Put 50 people into permanent housing in the past
- Connected 1000 people with services

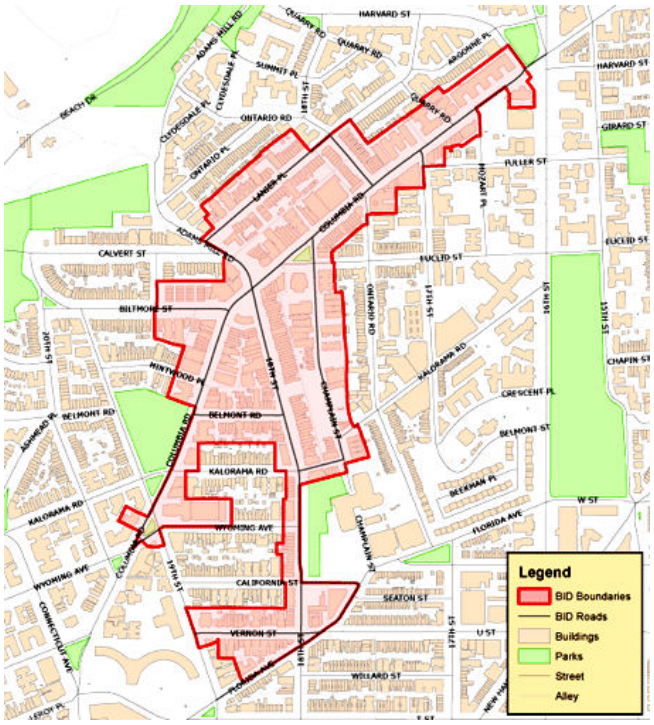
Adams Morgan BID

www.adamsmorganonline.org

Description

Area:	Commercial corridor along 18th Street NW from Lanier Street to Florida Avenue, and along Columbia Road from Quarry Road to 19th Street
Blockfaces:	34
Year Formed:	2005
Annual Budget (2010):	$500,000
Assessment Formula:	Commercial: $0.21 per $100 of assessed value
Executive Director:	Kristen Barden
Board Chairs:	Stephen Greenleigh, property owner, and Constantine Stavropoulos, owner of Tryst and the Diner

Visiting Adams Morgan is like taking an international trip



2010 Accomplishments

- Developed iPhone app to highlight the businesses in Adams Morgan
- Produced a video highlighting the neighborhood
- Sponsored a second successful summer concert series

The Neighborhood

Attractions:	Adams Morgan Heritage Trail, close proximity to the National Zoo, Sitar Center for the Arts, DC Arts Center
Parks:	Kalorama Park, Marie Reed Recreation Center, Walter Pierce Park
Restaurants:	91
Metro Stations:	Walking Distance to Woodley Park/Zoo—Adams Morgan
Circulator:	Woodley Park-McPherson Square Route

BID Activities

Maintenance Staff:	5
Hospitality Staff:	2
Program and Administrative Staff:	1
Visitor Assists (2009):	1,820
Events:	Festivus, Adams Morgan Day, Summer Concert Series, Random Acts of Kindness Week

Economic Development

Retail Space:	119 stores
Hotel Rooms:	26
Employment:	6,000

Capitol Hill BID

www.capitolhillbid.org

Description

Area:	Area around the US Capitol Building and along Pennsylvania Avenue SE to 15th Street, includes Union Station, Barracks Row and Eastern Market
Blockfaces:	81
Year Formed:	2002
Annual Budget (2011):	$1,005,000
Assessment Formula:	Commercial: $0.15 per $100 of assessed value
President:	Patty Brosmer
Board Chair:	Paul Pascal, Pascal & Weiss

Capitol Hill is one of the nation's most historic and intriguing neighborhoods

2010 Accomplishments

- Organized a screening of "My Tale of Two Cities" for over 400 attendees
- Installed lighting at the new "Welcome to Capitol Hill" mural
- Installed new logo plates on trash bins
- Installed four Big Belly solar trash compactors

The Neighborhood

Attractions:	US Capitol, Supreme Court, Union Station, Eastern Market, US Botanic Gardens, Barracks Row, Library of Congress, Congressional Cemetery, Folger Shakespeare Library, Frederick Douglas Museum RFK Stadium, Sewell-Belmont House, US Navy Museum
Parks:	Stanton Park
Restaurants:	125
Metro Stations:	Union Station, Capitol South, Potomac Avenue, Eastern Market
Circulator:	Union Station—Navy Yard Route

BID Activities

Maintenance Staff:	20
Hospitality Staff:	4
Program and Administrative Staff:	3
Visitor Assists (2010):	48,000
Events:	Holiday tree lighting ceremony, Hill-O-Ween, Capitol Hill Festival on Barracks Row

Economic Development

Hotel Rooms:	152
Residents	13,000 within a half-mile

Capitol Riverfront BID

www.capitolriverfront.org

Description

Area: South of I-295/I-395 (Southeast Freeway) to the Anacostia River, from South Capitol Street to 15th St SE, includes the Nationals Ballpark and the Washington Navy Yard

Blocks: 100

Year Formed: 2007

Annual Budget (2011): $1,750,000

Assessment Formula: Commercial over 50,000 SF: $0.12 per square foot

Vacant and under 50,000 SF: $0.09 per $100 assessed value
Active industrial use: $0.04 per $100 assessed value

Hotel: $72.00 per room

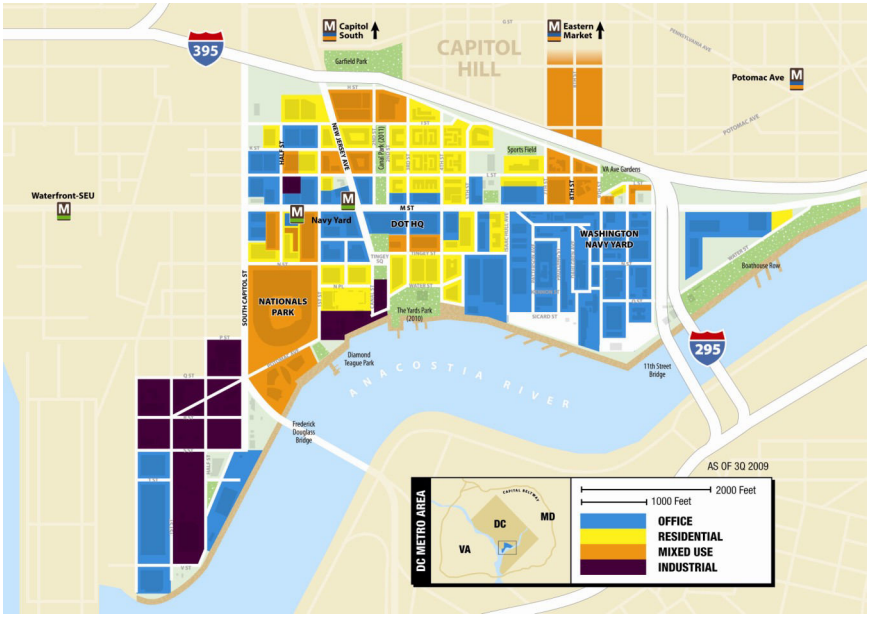
Residential: $96.00 per unit

Frederick Douglass Bridge realignment right of way: $0.02 per $100 of assessed value

Executive Director: Michael Stevens

Board Chair: Eric Siegel, Cohen Companies

The Capitol Riverfront is DC's new neighborhood on the river, a growing district-within-the-District that extends the city's skyline to the water's edge.



2010 Accomplishments

- Yards Park opened, a six-acre park with event space, water features, a dog run, a boardwalk, an iconic bridge and a light sculpture
- Surpassed 3,300 residents in the BID
- Broke ground on Canal Park, a 3-acre park with a restaurant pavilion, water features and a seasonal ice rink
- Net absorption of 185,000 SF of office space this year
- Organized the Anacostia River Business Summit

The Neighborhood

Attractions:	Nationals Ballpark, Washington Navy Yard, Navy Museum
Parks:	Yards Park, Diamond Teague Park and Piers, Canal Park (summer 2012), Riverwalk Trail, Lincoln Playground, Virginia Avenue Park and Community Gardens
Restaurants:	13, in addition to the nearby 55+ shopping and dining options on Barracks Row
Metro Stations:	Navy Yard, and walking distance to Capitol South
Circulator:	Union Station—Navy Yard (via Capitol Hill) route

BID Activities

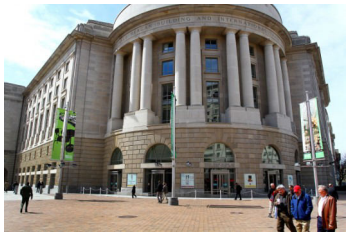
Maintenance Staff:	7
Hospitality Staff:	2
Program and Administrative Staff:	5
Visitor Assists (2010):	9,250
Events:	Outdoor movies, Lunchtime Concerts, Friday Evening Concerts, Holiday Market, Farmers Market, Fitness in the Front, Cherry Blossom Family Fun Day, WPA Arts Parade, Yards Park Festivals

Economic Development

Office Space:	6.5 million square feet (additional 9.3 million SF projected)
Retail Space:	151,129 square feet (additional 911,000 SF projected)
Hotel Rooms:	204 (additional 921+ rooms projected)
Employment:	35,000 (additional 65,000 jobs projected)
Residents	3,300, and another 6,800 within in a half-mile (additional 15,000 residents projected)

Downtown DC BID

www.downtowndc.org



Description

Area: The Downtown DC BID is roughly bounded by 16th Street, Massachusetts Ave, Louisiana Ave, Constitution Ave, 15th Street and 16th Street. It includes Chinatown, Penn Quarter and Federal Triangle.

Blockfaces: 540

Year Formed: 1997

Annual Budget (2010): $10,300,000

Assessment Formula: Commercial: $0.149835 per square foot

Hotel: $74.215 per room

Executive Director: Richard Bradley

Board Chair: Bradley Edwards, Renaissance Hotel

Vibrant, inviting and smart, Downtown DC is Washington's premier destination for exploring, creating and sharing ideas and experiences.

2010 Accomplishments

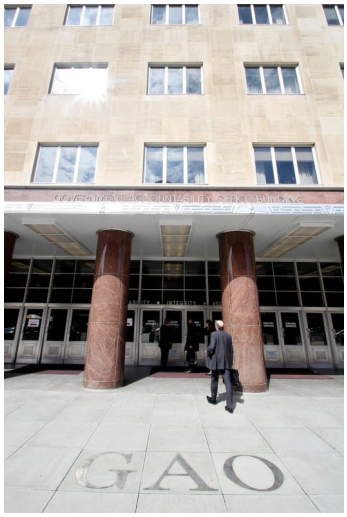
- Collected 189,600 bags of trash and assisted 326,000 people
- Moved 36 homeless persons into housing
- Hosted Arts on Foot and Downtown Holiday Market, attracting 9,000 patrons

The Neighborhood

Attractions:	Verizon Center Arena, Walter E. Washington Convention Center, National Portrait Gallery, National Museum of American Art, National Building Museum, Newseum, International Spy Museum, National Museum of Women in the Arts, Shakespeare Theatre, Goethe Institut, Madame Tussaud's Wax Museum, National Theatre, Warner Theatre, National Museum of Crime and Punishment, US Navy Memorial, Koshland Science Center, National Archives, National Aquarium, National Law Enforcement Memorial, Old Post Office Pavilion Tower, Harmon Center for the Performing Arts, Ford's Theatre, Woolly Mammoth Theatre
Parks:	McPherson Square, Mt. Vernon Square, Franklin Square, Pershing Park, Freedom Plaza, Chinatown Park, John C. Marshall Park
Restaurants:	414
Metro Stations:	Metro Center, Gallery Place, McPherson Square, Judiciary Square, Federal Triangle, Archives, Mt. Vernon Square
Circulator:	Three Circulator routes: Georgetown-Union Station, Convention Center– SW Waterfront, and Woodley Park-Adams Morgan-McPherson Square

BID Activities

Maintenance Staff:	44
Hospitality Staff:	50
Program and Administrative Staff:	41
Visitor Assists (2010):	326,000
Events:	National Cherry Blossom Festival, Downtown Holiday Market, Arts on Foot, Downtown Momentum Awards, State of Downtown Forum



Economic Development

Office Space:	68 million square feet (additional 3 million SF projected)
Retail Space:	2.1 million square feet (additional 284,000 SF under construction)
Hotel Rooms:	9,600 in 27 hotels (additional 1,600 rooms projected)
Employment:	179,300
Residents:	8,500 (additional 900 projected)

Georgetown BID

www.georgetowndc.com

Description

Area:	Commercial areas of the historic Georgetown neighborhood, along Wisconsin Avenue, M Street and the Georgetown waterfront
Blockfaces:	142
Year Formed:	1999
Annual Budget (2010):	$3,200,000
Assessment Formula:	Commercial: $0.1545 per $100 of assessed value
Executive Director:	James Bracco
Board Chair:	Crystal Sullivan, Georgetown Suites

Georgetown's charming and historical physical environs provide an engaging backdrop for visitors, residents and workers.

2010 Accomplishments

- Sponsored the first Fashion's Night Out in Washington DC in September, 2010
- Started using Twitter and Facebook to connect with Georgetown's fans

The Neighborhood

Attractions:	C&O Canal, Old Stone House, Washington Harbour, House of Sweden, Georgetown Waterfront Park, Dumbarton House, Dumbarton Oaks , Tudor Place, Letelier Theater, Georgetown Library on Book Hill Park, African American Heritage Trail, Exorcist House and Stairs, Kennedys of Georgetown Walking Tour
Parks:	Francis Scott Key Park, Meigs Park, Georgetown Waterfront Park, Montrose Park
Restaurants:	115
Circulator:	Two Routes: the Georgetown-Union Station route, and the Dupont Circle-Rosslyn, VA route

BID Activities

Maintenance Staff:	12
Program and Administrative Staff:	9
Visitor Assists:	Maintains www.georgetowndc.com web site which receives an average of 62,000 hits per month
Events:	Taste of Georgetown, French Market, Merriment in Georgetown , Fashion's Night Out

Economic Development

Office Space:	3.8 million square feet
Retail Space:	Over 500 stores, restaurants and spas
Hotel Rooms:	1,009
Employment:	18,000

Golden Triangle BID

www.goldentriangledc.com

Description

Area: Stretching from just north of the White House to Dupont Circle, roughly the area created by New Hampshire Ave, Pennsylvania Ave, and 16th Street.

Blocks: 43

Year Formed: 1997

Annual Budget (2011): $3,780,000

Assessment Formula: Commercial $0.145 per square foot

Hotel: $0.115 per SF

Executive Director: Leona Agouridis

Board Chair: Greg Meyer, Brookfield Properties

In the front yard of the White House and home to Washington, DC 's central business district, the Golden Triangle is home to some of the most powerful and connected organizations in the world, as well as top restaurants, world-class shopping, and vibrant nightlife.

2010 Accomplishments

- Unveiled two new artistic bike racks: “Clip Art” and “(Re) Cycle”
- Began a project to green the Connecticut Avenue median from K to L Streets

The Neighborhood

Attractions:	National Geographic Society
Parks:	Farragut Square, Longfellow Park, James Monroe Park, Edward R. Murrow Park, Duke Ellington Park, Witherspoon Park, Nuns of the Battlefield Park
Restaurants:	226
Metro Stations:	Dupont Circle, Farragut North, Farragut West
Circulator:	Georgetown-Union Station Route

BID Activities

Maintenance and Hospitality Staff:	40
Program and Administrative Staff:	7
Visitor Assists (2010):	388,670
Events:	Golden Triangle Summer Concerts, Flowers for cell phones recycling project

Economic Development

Office Space:	32.2 million square feet
Hotel Rooms:	2,016
Employment:	84,000
Retail:	136 stores

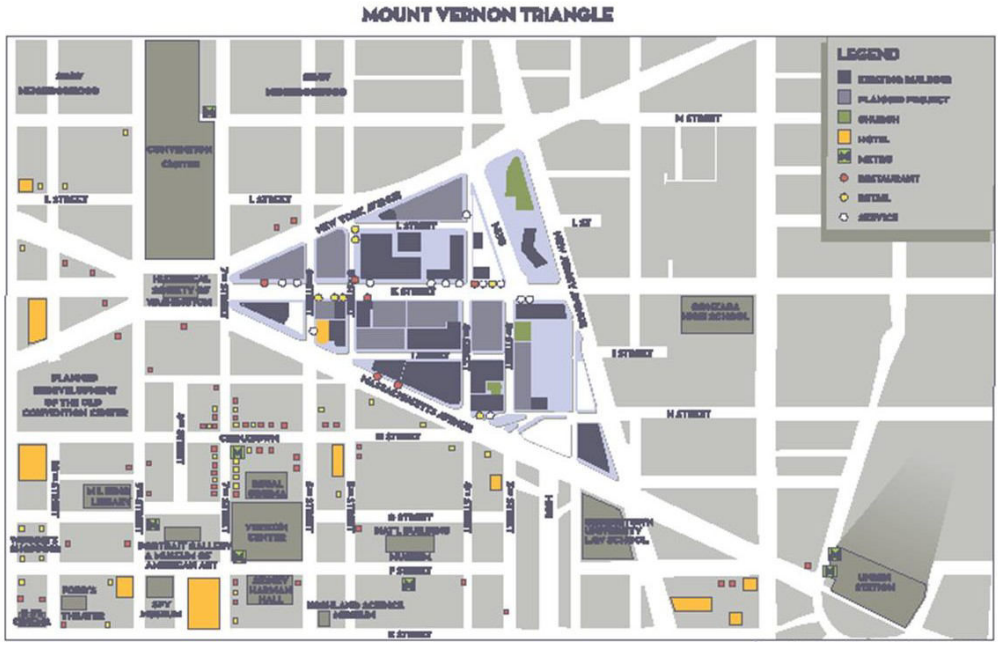
Mount Vernon Triangle CID

www.mountvernontriangle.org

Description

Area:	The triangle formed by 7th Street, New York, New Jersey and Massachusetts Avenue NW
Blocks:	19 square blocks
Year Formed:	2004
Annual Budget (2010):	$535,000
Assessment Formula:	Commercial $0.15 per square foot Vacant $.35 per square foot Hotel: $90 per room Residential: $120 per unit
Executive Director:	William McLeod
Board Chair:	Jeff Miller, Prospect Diversified

"Mount Vernon Triangle is so close to everything: retail, downtown, transit. It's the place to be now!"



2010 Accomplishments

- Started urban biodiversity effort with bird houses and bee hives
- Organized outdoor movie series
- Installed two sculptures with the DC Commission on the Arts
- Opened an office in the Mount Vernon Triangle

The Neighborhood

Attractions:	Walking distance to downtown, Verizon Center and Washington Convention Center
Parks:	5 National Park Service pocket parks and 1 Department of Parks & Recreation park
Restaurants:	10
Metro Stations:	Walking distance to Mt. Vernon Square, Gallery Place-Chinatown, Judiciary Square, and Union Station
Circulator:	Georgetown-Union Station Route

BID Activities

Maintenance Staff:	5
Program and Administrative Staff:	2
Events:	Taste of Mount Vernon Triangle, Liberty North Community Market, walking tours, tree planting, Halloween pet costume contest, photos with Santa Claus.

Economic Development

Office Space:	1.2 million square feet (additional 1.5 million SF projected)
Retail Space:	150,000 square feet (additional 200,000 projected)
Hotel Rooms:	228
Residential Units:	2,380 (additional 917 projected)

NoMa BID

www.nomabid.org

Description

Area: 240-acre area north of Union Station and Massachusetts Avenue extending to the New York/Florida Avenue Intersection, including the ATF Headquarters and the New York Avenue Metro Station

Blocks: 35

Year Formed: 2007

Annual Budget (2010): $1,800,000

Assessment Formula: Commercial: $0.15 per square foot

Land and Buildings under 50,000 SF: $0.05 per $100 of assessed value

Hotel: $90 per room

Residential: $120per unit

President: Liz Price

Board Chair: Bruce Baschuk, J Street Companies

In the last decade, NoMa has experienced a rapid transformation from a blighted industrial area into a walkable place animated by daytime commerce and the weekend strolls of young families.

2010 Accomplishments

- Harris Teeter Supermarket opened
- Planted 40 new trees and created two new pocket parks
- 1,400 new residents moved into the neighborhood
- Debuted new strategic marketing campaign with targeted advertising, placebranding and other initiatives
- Leased 1 million SF of office space

The Neighborhood

Attractions:	Union Station, National Postal Museum, Bikestation
Parks:	Metropolitan Branch Trail
Restaurants:	16, in addition to 120 shops and restaurants at Union Station
Metro Stations:	New York Avenue, Union Station (Amtrak, VRE and MARC)
Circulator:	Georgetown-Union Station route and Union Station-Navy Yard route

BID Activities

Maintenance Staff:	13
Hospitality Staff:	4
Program and Administrative Staff:	5
Visitor Assists (2010):	9,287
Events:	NoMa Summer Screen, Rhythm in NoMa Lunch Time concert series, Farmers' Market, ZestFest, Bike Spa

Economic Development

Office Space:	11.2 million square feet (additional 8.2million SF projected)
Retail Space:	511,000 square feet (additional 870,000 SF projected)
Hotel Rooms:	422 in 2 hotels (additional 680 rooms projected)
Employment:	40,000
Residents:	9,300 within a half-mile

Summary Table

	Adams Morgan	Capitol Hill	Capitol Riverfront	Downtown
Website	www.adamsmorganonline.org	www.capitolhillbid.org	www.capitolriverfront.org	www.downtowndc.org
Year Formed	2005	2002	2007	1997
Annual Budget	$500,000	$1,005,000	1,750,000	$10,300,000
Total Staff*	8	27	14	135
Size	34 blockfaces	81 blockfaces	100 blocks	540 blockfaces
Employment	6,000	n/a	35,000	179,300
Office Space				
Current	n/a	n/a	6.5 million SF	68 million SF
Projected			9.3 million SF	3 million SF
Restaurants	91	125	13	414
Hotels				
Number	1	2	2	27
Rooms	26	152	204	9,600
Assessment Formula	Commercial: $0.21 per $100 of assessed value	Commercial: $0.15 per $100 of assessed value	Commercial over 50,000 SF: $0.12 per square foot Vacant/under 50,000 SF: $0.09 per $100 assessed value Active industrial use: $0.04 per $100 assessed value Hotel: $72.00 per room Residential: $96.00 per unit Frederick Douglass Bridge right of way: $0.02 per $100 of assessed value	Commercial: $0.149835 per square foot Hotel: $74.215 per room

* includes cleaning and hospitality staff, which may be contractors

Georgetown	Golden Triangle	Mount Vernon Triangle	NoMa
www.georgetowndc.com	www.goldentriangledc.com	www.mountvernontriangle.org	www.nomabid.org
1999	1997	2004	2007
$3,200,000	$3,780,000	$535,000	$1,800,000
21	47	7	22
142 blockfaces	43 blocks	19 blocks	35 blocks
18,000	84,000	n/a	40,000
3.8 million SF	32.2 million SF	1.2 million SF 1.5 million SF	11.2 million SF 8.2 million SF
115	226	20	16
7 1,009	7 2,016	2 228	2 422
Commercial: $0.1545 per $100 of assessed value	Commercial $0.145 per square foot Hotel: $0.115 per SF	Commercial $0.15 per square foot Vacant $.35 per square foot Hotel: $90 per room Residential: $120 per unit	Commercial: $0.15 per square foot Land and Buildings under 50,000 SF: $0.05 per $100 of assessed value Hotel: $90 per room Residential: $120per unit

The BID Council is a nonprofit association that works to strengthen the business improvement districts in the District of Columbia by sharing information, conducting research, identifying common issues of concern, comparing best practices, and communicating about the work and impact of BIDs. The BID Council operates with a collective spirit to find common purpose, while recognizing the differences in structure, geography and priorities between the different BIDs. The BID Council works on many areas of interest to BIDs, focusing on public safety, public space and planning and development. The work of the BID Council is funded by contributions from member BIDs.

DC BID COUNCIL

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202-441-9576, www.dcbidcouncil.org